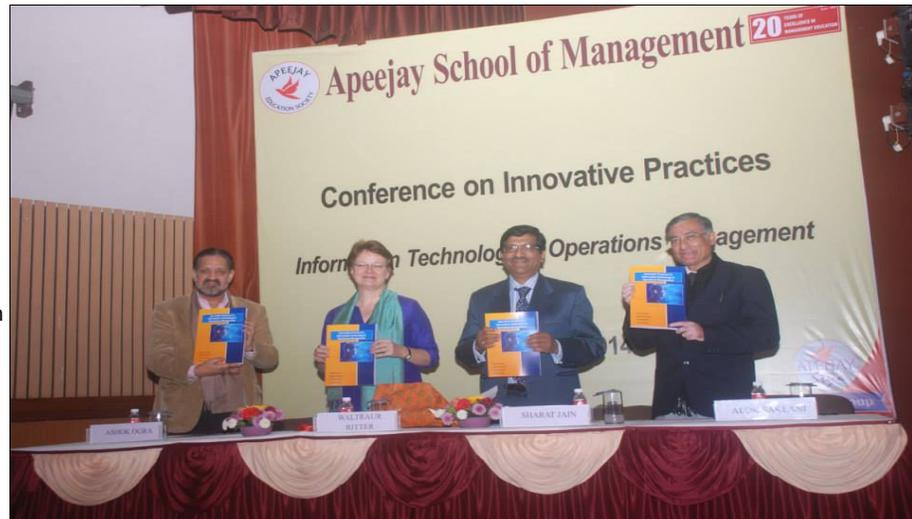


FORTHCOMING EVENTS

Seminar on Women in Management:
8 March 2014

Seminar on Business and Sustainability:
14 March 2014

4th International Conference on Management Practices & Research, ICMPR 2014:
25 July 2014



Conference on Innovative Practices in Information Technology & Operations Management

EVENTS

Seminar on Intellectual Property Rights and Patenting

ASM and Apeejay Styta University jointly organized a seminar on Intellectual Property Rights and Patenting on 16 January 2014. Theme of the seminar revolved around intellectual property rights (IPR), patents, trademarks etc.

Guests of honour were Dr Denise DeFranco (Attorney at Law, Finnegan US), Dr R Saha (Formerly Advisor, Department of Science & Technology, Govt. of India) and Dr Rajender Prasad (CEO, Merit India). Prof Alok Saklani, Director, ASM, welcomed the delegates and guests. Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication, introduced the theme and set the perspective for the discussion in the seminar.

The presentations by the distinguished speakers were highly valuable and gave great insights into IPR and patents, an upcoming field which holds a lot of importance in today's world. Important topics of discussion were copyrights, trademarks, patents, IPR's Indian perspective, IPR's US perspective etc. The session was very participative and interactive; a lot of important questions were raised not only by the faculty members but also by the students. This seminar was facilitated by Dr Etinder Pal Singh and Dr Chhaya Wadhwa



Workshop on Intellectual Property Rights and Patenting



ASM and Apeejay Styta University jointly organized a workshop on Intellectual Property rights and patenting on 16 January 2014. The workshop was conducted by Dr Denise DeFranco (Attorney at Law, Finnegan US). Finnegan is one of the world's largest law firm specializing in IPR and Patents.

The workshop was attended by more than 70 faculty members, research scholars and students from ASM and ASU. Dr Defranco discussed in great details the domain of IPR and Patenting. It was a very interactive workshop where she

discussed the nuances of copyrights, trademarks and patents. She also highlighted various milestones of the development of a product and requirement of the integration of IPRs with a special reference to pharmaceutical companies. This seminar was facilitated by Dr Etinder Pal Singh and Ms Chhaya Wadhwa.

Conference on Innovative Practices in Information Technology & Operations Management

ASM organized Conference on Innovative Practices in Information Technology & Operations Management on 17 January 2014. Delegates from India and abroad attended the conference. Dr Alok Saklani, Director, ASM welcomed the guests and spoke about evolving technology and its importance for development of the society. Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication dwelt on the growth in the area of Information Technology and Operations and highlighted some important nuances about the IT companies.



In his inaugural address, Mr. Sharat Jain, President, Online Recharge Services Private Limited, discussed the contemporary issues involved in web services, like Knowledge Management, Cloud Computing, Social Media, E-Governance and Web Security.

The key-note address at the conference was delivered by Prof. Waltraut Ritter who is research director with Knowledge Dialogues specializing in research innovation and knowledge economy in the Asia Pacific Region. She discussed governance issues around outsourcing of public services to international BPO/KPO firms, using the case of global visa processing. Her talk addressed issues around the nature of the outsourced knowledge processes, information risks involved in the outsourced services and questions around public-private information sharing and governance. She was also the conference chair for the technical session.



Technical sessions were chaired by Prof. Waltraut Ritter and Dr. Sanjay Dhingra, Associate professor in GGSIP University, New Delhi. Ms Monika Arora, Head-IT & Operations Management, ASM, proposed a vote of thanks.



Corporate Interface

Ms Anu Garg, HR Manager, Tata Consultancy Services, interacted with PGDM students on 29 January 2014. She delivered a seminar lecture on 'Competency Mapping'. This interactive session was facilitated by Dr Shweta Jha.

International Visitors

International Visitors

Dr Ruby Roy Dholakia from University of Rhode Island, USA interacted with 1st Year students of PGDM program on 15 January 2014. She delivered a talk on 'how technology is effecting consumer behavior and marketing'. This interactive session was facilitated by Dr Etinder Pal Singh



Alumnus of the Month: Harsh Jasrotia



Mr Harsh Jasrotia (2007-09 batch) is currently working as Manager, NRI Sales, Phoenix Mills Limited, Mumbai. Here we present edited excerpts from e-mail conversation with Mr Jasrotia:

How do you recall your stay at ASM?

Honestly, life at ASM had been great. Now when I personally look back at my college days, I sincerely feel that the college groomed our personality and enlightened us with knowledge and skills so as to enable us to achieve more in life. Some of the faculty members were very dynamic and aggressive with their respective subjects and taught us the finest lessons from their experiences. They have played an important role in our lives, in not only making us a better managers, but also make us a better persons.

Will you like to share some fond memories of the institute? Golden memories are of course those moments which I shared with my friends during my two years of education at ASM. Hostel life with friends was amazing and the fun we all had together will always remain close to my heart. All the students had a different educational and regional background, thus enriching us with broader cultural as well as academic knowledge, which has been really useful and will always help in shaping a better future. Apart from these, all the events held in our college were full of excitement, learning and really taught us the do's and don'ts of life.

How do you view the role of ASM in your personal and professional life? ASM has given the basic knowledge needed to survive and excel in corporate world. The various presentations, assignments, project report, duties etc. have really made me strong enough to face professional challenges. But there are times when wrong decisions and strategies are formed. This is mainly because of lesser exposure to professional life. This is what our professional degree should also focus on. Role plays should happen. Fortunately we have a huge amphitheater and an auditorium, where we can hold extempore, plays, debates, public speaking contests etc. This will definitely help the students to become a good speaker. And at the time of interviews the students will brilliantly express their views and also do well. Knowledge has always to be supported by a beautiful speaking skill otherwise it won't ever take us far.

Faculty Accomplishments

Papers presented in Conferences

Prof Kamal Kishore Prof Kamal Kishore presented a paper titled 'IT companies and CSR Innovations' at Conference on IT and Operations Management Organized by Apeejay School of Management, New Delhi on 17 January 2014.



Prof Monika Arora presented a paper titled 'Quality Assessment of Information Retrieval Documents using TOPSIS.' at Conference on IT and Operations Management Organized by Apeejay School of Management, New Delhi on 17 January 2014.



Prof Shalini Vermani presented a paper titled 'Information Revelation & Security Threats in Social Media' at Conference on IT and Operations Management Organized by Apeejay School of Management, New Delhi on 17 January 2014.



Prof Anchal Gupta presented a paper titled 'E-governance: Theory, Practices and Challenges' at Conference on IT and Operations Management Organized by Apeejay School of Management, New Delhi on 17 January 2014.



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